

btrax White Papers

btrax Process Guide



THE BTRAX APPROACH [1/2]

Pre-Production

Existing website diagnosis and audience breakdown

- Traffic analytics (page funneling, high bounce content, key landing and exit pages)
- Overall page structure and navigation flow
- Look & feel of the front-end design
- Effectiveness of text content (taglines, tone, wording, amount of text, etc.)
- Effectiveness of visual content (photos, graphics, layout, navigations cues, etc.)
- Technology evaluation (frameworks and 3rd party tools)

Research & Analysis

Conduct research on your industry and relevant competitors

- Industry traffic benchmarking and website trends
- Analyze websites for competitor differentiation
- Industry target keywords and key phrases
- Users assessment and usability goals for the target audience

Strategic Planning

Develop a custom, cost-effective web strategy aimed at your overall objectives

- Guidance for text, photo, graphics and other content requirements
- Develop comprehensive sitemap for maximum target audience reach
- Creative strategies to build better brand recognition and engagement
- Outline production plan and timeline

Production

Website design and development

- Target navigation paths to channel the audience and increase time on-site
- Page wireframes with layout diversity to increase time on-page
- Strong visual top page that guides visitors rapidly to relevant content
- Secondary page development targeted to each niche audience
- Audience specific content development with culturally relevant tone
- Search engine optimization to create search visibility to new audiences
- Integration of admin friendly content updating tools

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THE BTRAX APPROACH [2/2]

Post-Production

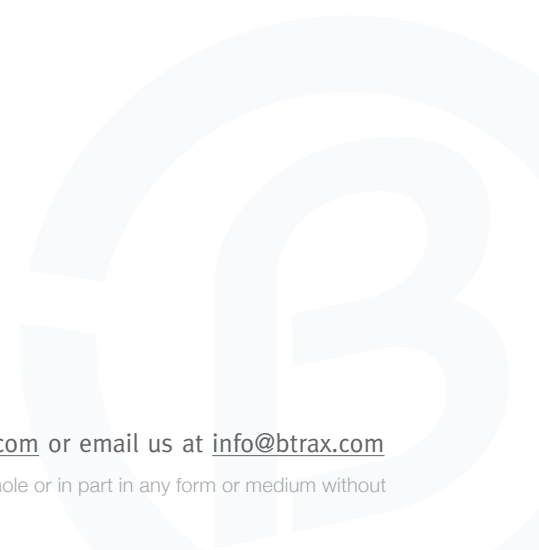
Quality assurance testing

- Cross-browser testing (Internet Explorer, Firefox, Safari)
- Cross-operating system testing (Windows, Mac, Linux)
- Frontend and backend debugging

Ongoing

Support and site growth consulting

- Marketing materials and creative campaign development
- New content features and functionality
- Social media and mobile device strategy
- Media planning and exposure



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BTRAX PROJECT MANAGEMENT (BPM)

Online Communication Tool

Our online project communication tool allows you to rapidly access any project file, view design mockups, track real-time progress and leave notes for the btrax team —all in one place.

The screenshot displays the btrax BPM interface. At the top, there are navigation links: "Back to Dashboard" and "Switch to a different project". The user's name "Sue Fisher King" and the project name "E-commerce site design" are shown. A navigation bar includes "Overview", "Messages" (selected), "To-Dos", "Milestones", "Writeboards", "Time", and "Files". On the right, there are links for "My info", "Sign out", and "HELP".

The main content area shows a message titled "Availability for MTG on Thurs or Fri?". The sender is Manuel Peralta. The message text reads: "Hi Tien, Hope you guys are well. Would your team be available to have a meeting this Thursday anytime or Friday at 10am? We have come up with mockups for the front end of the wedding registry, and would like to share them with your team in addition to getting your feedback. I think it's our turn to visit your office this time, so please let us know. Best, Manuel".

Below the main message is a thread of replies. Tien Tran replies: "Hi Manuel, Sue is out of the country until may the 16th. We will be happy to set up a meeting with you guys after that. Let me know. ~tien". Manuel Peralta replies: "Hey Tien, Got it, we'll reschedule the meeting when Sue comes back. Anytime you can do will work for us."

On the right side, there is a "Comment Notification" section stating: "These people are subscribed to receive email notifications when new comments are posted." It lists "btrax, Inc.", "You (Unsubscribe)", "Sherwin Mandana", "Sue Fisher King", and "Tien Tran". Below that is a "Who's talking about this message?" section listing "Tien Tran" (with email link), "Manuel Peralta" (Deleted), and "Sherwin Mandana" (with email link).

Sample of BPM page

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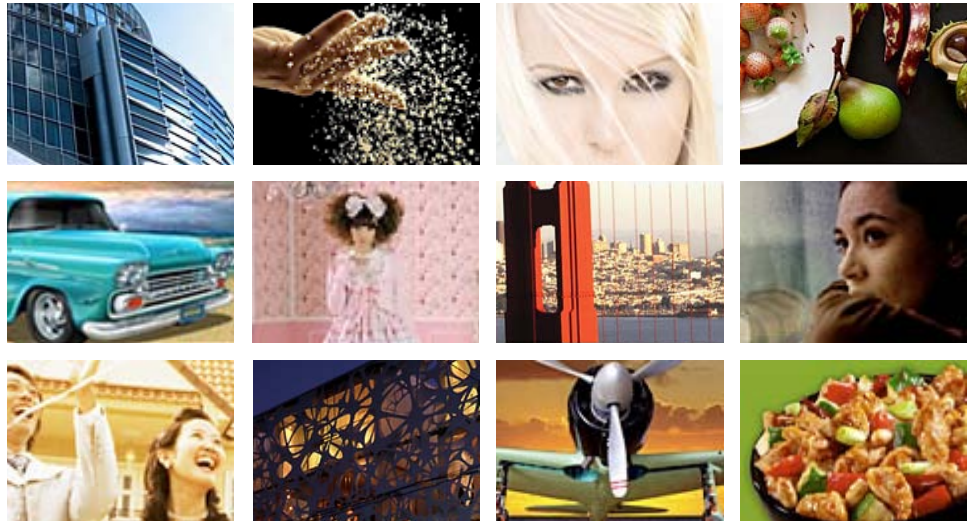
GET STARTED

Contact us with your project goals at hello@btrax.com or 415 344 0907.

About Us

btrax is a global web strategy and creative agency based in San Francisco. Our team members have backgrounds working for Google, Sony Entertainment, Fujitsu, Oracle, MIT and the United Nations. All of btrax's staff are bi-lingual or tri-lingual to ensure culturally relevant and practical business advice. Our native Japanese, Chinese and Korean professionals can provide comprehensive Asian consultation.

Recent Projects



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